

A blue slide with a white starburst graphic in the top left corner. The title "Strategies to Foster Communication" is in the top left. The main content is centered and includes the name "Mary Willa Matz, MSPH", her titles "VHA Patient Care Ergonomics Program Manager/Consultant", "Occupational Health Science Researcher", and "Industrial Hygienist". Below this is the "VISN 8 Patient Safety Center of Inquiry" information, including the location "James A. Haley VA Hospital, Tampa, Florida", phone and fax numbers, and email address. A circular seal is in the bottom right corner.

**Strategies to Foster Communication**

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**Strategies to Foster Communication**

*A comprehensive and logical communication network comprised of a variety of communication channels is essential for our success... nationally and locally.*

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**Strategies to Foster Communication**

- Successful diffusion of innovations/programs depends on systems of communication through specific channels and over time...
- Communication Participants
  - Create information
  - Share information
  - Act as 'change agents'

[Rogers, E. (1995) *Diffusion of Innovations*, 4<sup>th</sup> ed. NY:Free Press, Simon & Schuster.]

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**Strategies to Foster Communication**


*Change Agents*

- Facility Champions
- Peer Leaders

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**Strategies to Foster Communication**

A Change Champion Network is a structured group of employees (Change Agents) who work to support and champion the implementation of change in the organization.



## Strategies to Foster Communication

### *Change Champion Network*

- Creates ownership among impacted employees by giving them opportunities
  - to be involved
  - voice their opinions
  - assist in shaping the approach being used to implement the change
- Reduces change resistance by encouraging staff to understand the need for change and its advantages

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## Strategies to Foster Communication

### *Change Champion Network*

- Facilitates impacted staff to transition into new work processes and utilize new technology
- Provides venue for feedback so adjustments can be made as necessary
- Increases trustworthiness of communications through respected peer delivery

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## Strategies to Foster Communication

### *Facility Champions' Communication Goal*

Use of specific channels of communication to facilitate SPH Program acceptance, dissemination, and success locally and nationally.

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## Strategies to Foster Communication

### *Facility Champions' Role*

- Promote knowledge transfer
  - Local level
    - Peer Leaders
    - Staff
    - Management
    - Others (Facilities Management, Infection Control, etc.)
  - VISN Level
  - National Level

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## Strategies to Foster Communication

### *Levels of Communication*

- Facility Level
  - Regular/every two weeks initially, then monthly
  - Facilitated & arranged by Facility Champion
- VISN Level (SCs)
  - Every two weeks
  - Facilitated & arranged by Natl. Prog. Mgr/Facility Champions
- National Level (SCs)
  - Monthly
  - Facilitated & arranged by Natl. Prog. Mgr
- National Level (SC/Natl. Prog. Mgr.)
  - Monthly
  - Facilitated & arranged by Natl. Prog. Mgr

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## Strategies to Foster Communication

### *Topics for Discussion*

➤ Best Practices/Lessons Learned	➤ Maintenance/Repair Issues
➤ AAR information/recommendations	➤ Storage Issues
➤ Issues /Barriers	➤ Safety Issues
➤ New equipment	➤ Patient/Resident Issues
➤ Equipment and other unit needs	➤ Ongoing Training
	➤ Others

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## Strategies to Foster Communication

### *Meeting/Conference Call Agenda Template*

- Welcome
- Roll Call (depending on size of group)
- Follow-up on previous issues
- Share new safe patient handling information (research findings, new equipment, conferences, training, etc.)

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## Strategies to Foster Communication

### *Meeting/Conference Call Agenda Template*

- Share Best Practices
  - Describe the Best Practice
  - How can others benefit from this?
  - How was it implemented?
  - Who implemented it?
  - What were some implementation facilitators?
  - What were some implementation barriers?
  - Discuss how others can implement the Best Practice

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## Strategies to Foster Communication

### *Meeting Conference Call Agenda Template*

- Share Issues of Concern
  - Use the safety huddle format to discuss the issue
    - What happened? What was the issue?
    - What was supposed to happen?
    - What accounts for the difference?
    - How could the same outcome be avoided the next time?
    - Develop a follow-up plan (What specific actions might other organizations institute as interventions for this issue in their own organization?)
  - Discuss how others can benefit from this information

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## Strategies to Foster Communication

### *Meeting/Conference Call Agenda Template*

- Discuss Conference Call 'Topic' (decided upon previously)
- Determine if any follow-up needed for next call
- Selection of 'Topic' for next call
- Reminder of date/time for next call

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## Strategies to Foster Communication

- *Email Groups – Facility Champions & Peer Leaders*
  - Facility Groups
  - VISN Groups
  - National Group
  - Facility Champion is responsible for updating facility and regional (VISN) lists by notifying regional (VISN) person of changes
- SharePoint site
- Blog

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## Knowledge Transfer/ Communication Strategic Plans





## Strategies to Foster Communication

*Knowledge Transfer Channels*

- Peer Leader to Peer Leader
- Peer Leader to Facility Champion
- Peer Leader to Staff
- Staff to Peer Leader
- Facility Champion to Peer Leader
- Facility Champion to Facility Champion (VISN level)
- Facility Champion to Facility Champion (National level)

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## Strategies to Foster Communication

*Knowledge Transfer/Communication Plans*

- **Communication Strategies**
- **Facilitators/ Participants**
- **Actions Suggested/Required**
- **Occurrence** (weekly/monthly)
- **Barriers/Facilitators**

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